

**TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT**  
**(Under 37 CFR 1.97(b) or 1.97(c))**

Docket No.  
**578-20-PA**

In Re Application Of: **Peter Allan Simonsen et al.**

OCT 12 2004

Application No.	Filing Date	Examiner	Customer No.	Group Art Unit	Confirmation No.
10/500,984	July 6, 2004	To be Assigned	22145		

**Title: A METHOD AND AN ARRANGEMENT FOR ADVERTISING OR PROMOTING**

Address to:  
**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, VA 22313-1450**

**37 CFR 1.97(b)**

1.  The Information Disclosure Statement submitted herewith is being filed within three months of the filing of a national application other than a continued prosecution application under 37 CFR 1.53(d); within three months of the date of entry of the national stage as set forth in 37 CFR 1.491 in an international application; before the mailing of a first Office Action on the merits, or before the mailing of a first Office Action after the filing of a request for continued examination under 37 CFR 1.114.

**37 CFR 1.97(c)**

2.  The Information Disclosure Statement submitted herewith is being filed after the period specified in 37 CFR 1.97(b), provided that the Information Disclosure Statement is filed before the mailing date of a Final Action under 37 CFR 1.113, a Notice of Allowance under 37 CFR 1.311, or an Action that otherwise closes prosecution in the application, and is accompanied by one of:

the statement specified in 37 CFR 1.97(e);

**OR**

the fee set forth in 37 CFR 1.17(p).

**TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT**  
 (Under 37 CFR 1.97(b) or 1.97(c))

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**Payment of Fee**

(Only complete if Applicant elects to pay the fee set forth in 37 CFR 1.17(p))

- A check in the amount of \_\_\_\_\_ is attached.
- The Director is hereby authorized to charge and credit Deposit Account No. 11-1159 as described below.
  - Charge the amount of \_\_\_\_\_
  - Credit any overpayment.
  - Charge any additional fee required.
- Payment by credit card. Form PTO-2038 is attached.

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Signature

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Dated: October 7, 2004

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## INFORMATION DISCLOSURE STATEMENT

(Use several sheets if necessary)

O I P  
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OCT 12 2004

ATTY DOCKET NO.

578-20-PA

APPLICATION NO.

10/500,984

APPLICANT(S)

Peter Allan Simonsen et al.

FILING DATE

July 6, 2004

GROUP ART UNIT

To be assigned

## U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	3,627,926	12-14-1971	James William Nichols			
	4,196,449	04-01-1980	Tomoo Tama et al.			
	4,739,567	04-26-1988	Robert L. Cardin			
	5,736,975	04-07-1998	Donald M. Lunetta			
	5,936,671	08-10-1999	Petrus J. L. Van Beek et al.			

## U.S. PATENT APPLICATION PUBLICATIONS

*EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE

## FOREIGN PATENT DOCUMENTS

	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
						YES	NO
	EP 0 097 132	06-10-1983	Europe			✓	
	WO 89/11235	05-16-1989	PCT			✓	
	WO 93/07605	09-29-1992	PCT			✓	
	JP 05 035 191	02-12-1993	Japan			✓	
	WO 94/01967	06-29-1993	PCT			✓	

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)


EXAMINER

DATE CONSIDERED

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<p style="text-align: center;"><b>INFORMATION DISCLOSURE STATEMENT</b>  <small>(Use several sheets if necessary)</small></p> <p>OCT 12 2004</p> <p style="text-align: right;">PCT/US2004/011313</p>				ATTY DOCKET NO. 578-20-PA	APPLICATION NO. 10/500,984		
				<b>Peter Allan Simonsen et al.</b> <b>FILING</b> <b>July 6, 2004</b>		<b>GROUP ART</b> <b>To be assigned</b>	
<b>U.S. PATENT DOCUMENTS</b>							
*EXAMINER & TRADEMARK OFFICE INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE	
	6,466,206	10-15-2002	Michael F. Deering				
<b>U.S. PATENT APPLICATION PUBLICATIONS</b>							
*EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE	
<b>FOREIGN PATENT DOCUMENTS</b>							
	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
	EP 0 862 082	12-16-1997	Europe			YES	NO
	1008566	03-12-1998	Netherlands			✓	
	GB 2 333 658	12-23-1998	United Kingdom			✓	
	JP 11 184 414	07-09-1999	Japan			✓	
<b>OTHER DOCUMENTS</b> <i>(Including Author, Title, Date, Pertinent Pages, Etc.)</i>							
EXAMINER				DATE CONSIDERED			
<small>*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.</small>							